COST–BENEFIT ANALYSIS & FEASIBILITY STUDY

Project Title: Laundry Service Business
Course: Data Analytics
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1. Introduction

This report presents a cost–benefit analysis and feasibility study of a proposed small laundry service. The objective is to determine whether the business is viable by analyzing stakeholders, costs, benefits, and feasibility using data analytics tools.

2. Description of the Business Idea

The proposed business is a small-scale laundry service offering washing, drying, ironing, and folding services. The target market includes students, workers, and households within Agbor, Delta State.

3. Stakeholder Map

Primary stakeholders include the business owner, customers, and employees. Secondary stakeholders include suppliers, utility providers, and landlords. External stakeholders include the local community and government authorities.

Item	Monthly Cost
Electricity & Fuel	40,000
Water Supply	20,000
Detergents & Consumables	30,000
Staff Salary	50,000
Maintenance	20,000
Total Monthly Cost	160,000

4. Project Costs

4.1 Initial (Startup) Costs

Item	Cost
Washing Machine	350,000

Dryer	250,000
Generator	300,000
Ironing Equipment	100,000
Accessories	50,000
Rent (Advance)	200,000
Total Startup Cost	1,250,000

4.2 Monthly Operating Costs

5. Expected Benefits

The laundry service is expected to generate revenue from daily customer patronage. Assuming an average of 15 customers per day paying 1,000 each, the estimated monthly revenue is 450,000.

Description	Amount
Monthly Revenue	450,000
Monthly Operating Cost	160,000
Net Monthly Profit	290,000

6. Cost–Benefit Analysis

With a net monthly profit of 290,000, the initial investment of 1,250,000 can be recovered within approximately four to five months. This indicates that the benefits of the project outweigh the costs.

7. Feasibility Study

Technical Feasibility: Equipment is available and easy to operate.
Economic Feasibility: High demand ensures profitability.
Operational Feasibility: Simple daily operations with minimal staff. **Social Feasibility:** Creates employment and convenience.
Power BI Presentation Layout Power BI is used to visualize project data. Page one shows the stakeholder map using a pie chart. Page two displays startup and monthly costs using bar and pie charts. Page three compares monthly revenue and cost using a column chart and highlights net profit with a card. Page four summarizes feasibility indicators in a table.

8.Conclusion

Based on the cost–benefit analysis and feasibility study, the proposed laundry service is financially viable and recommended for implementation.